

Baraboo Public Art Association

MINUTES

December 1, 2022

1. President Lowe called the meeting to order at 5:13 p.m. Also present were Mayor Nelson and board members Krszjzaniek, McArthur, Palm, Rabska, Spring and Watson. Huffaker, Geick and Hazard sent regrets.
2. Several small notes were added to the agenda. Palm moved to accept the agenda, McArthur seconded, motion carried.
3. Rabska moved to accept the **minutes** of October 27, Palm seconded, motion carried.
4. Rabska presented the **Treasurer's report**. As of this date there is \$6,679.51 in checking and \$28,153.84 in the foundation account. The second and final payment of \$1000 was made to Chris Sweet. Spring moved to accept the Treasurer's report, Watson seconded, motion carried.
5. **New funding leads**. Geick received a phone message from a person interested in the cost of an additional elephant at Myron Park. Discussion: There is plenty of room at Myron Park for additional sculptures. We can suggest that the next donor might like to choose some other shape. Lowe will call Geick to see if a call back to the prospective donor is in order.
6. The **"Raising Our Sisters"** temporary art installation ends by December 15 at the suggestion of Scott O'Donnell, Circus World Director, who wants to prevent damage from snow pile up. Spring offered the summary of income and expenses to date: **Total project cost** \$2000, all payable to the artist. **Income:** \$900 from donations and \$500 from Sauk County Good Idea Grant equals a subtotal of \$1400, leaving the balance of \$600 to be covered by BPAA. This stays within the parameter of using not more than 10% (\$700) of our checking account for this temporary art installation. Spring will submit the required final report for the Good Idea Grant by January 15. We have not yet heard back from Baraboo Rotary about our funding request for \$200.

Discussion: What **take-aways** did we garner from our first experience with a temporary art installation?

- The public response was positive. People were excited. It got traction on social media.
- We were able to respond quickly to the opportunity.
- Pricing the value of a temporary artwork is challenging, very different from an outright purchase.
- The "hold harmless" document is important for agreement among hosting partners for temporary installations.
- The site sign listed our website address so people could connect to learn more about the artist and make an online contribution.
- The night lighting was a big unexpected plus.

-When positioning the artwork, we need to consider not only drive-by and pedestrian viewing but also best natural lighting for photos.

7. **Prospective sites** update: Mayor Nelson noted that there were no new developments regarding the High Bridge site, the relay station, or the Great Sauk State Trail. Lowe thanked Nelson for sharing the City report called "Resilient Baraboo". Lowe will send the link to BPAA board members.

8. Building our **supporters list**. Lowe will share the current list with Rabska. Current list has names of donors from the Fabric of Community and Three Sisters projects. Palm moved that \$250 be allocated for the purchase of stamps and reprinting thank you cards so we can be prepared for the next fundraising opportunity. Watson seconded; motion carried. Nelson suggested that stamps with an art theme be chosen. Spring will purchase the stamps and order the cards.

9. **Fundraising** ideas. Lowe suggested once we have an updated list of supporters and some idea of new projects, then we could host a gathering of supporters to describe what's been accomplished and what's coming next. Nelson suggested that board members can celebrate their birthdays with social media causes or use social media for fundraising around artist birthdays.

10. Plans for presenting the BPAA PowerPoint to **public groups**. Spring will make contacts for presentations between January to March. Purpose is to increase visibility and draw out new ideas.

-Baraboo City Council: Presenters Lowe and Watson. Nelson to get BPAA on agenda for 7 p.m., Feb. 14 Council meeting.

-Baraboo Kiwanis: Presenter Judy Spring. Contact Brady O'Leary at Johnson Insurance. Meets at Pizza Ranch.

-Baraboo Optimist: Presenter Mike Palm. Contact Joe Viney or Joan Kenney.

-Baraboo Rotary: Presenter Morgan McArthur. Contact Steve Swalling? Meets at Mike's Italian Restaurant.

-Baraboo Young Professionals: Presenter? Contact Ashley Schreiber or Seth.

10. **Draft** list of dates and potential costs for **2023 calendar** events to increase visibility and donations. Monitor Chamber website for additional opportunities where BPAA could tag on. When to schedule large fence weaving project at the Sysco Fence?

January through March, presentations to community groups (No cost. Need new brochures)

Saturday, April 22, Earth Day, Temporary Art installation? (No cost?)

Saturday, June 17, ArtJune on the Square. BPAA to have a booth space and Step Into a Painting selfie station? (Pay \$50 for space?) (Note – also need to budget \$200 to be one of the award sponsors)

Saturday, June 24, Circus Parade. Decorate elephants at Myron Park? Western theme. (Budget \$100?)

(Possibly combine one installation for all of September -October?)

September – October temporary art installation add-on to Sauk Co. Farm/Art D-Tour (Budget?)

October – Fall Art Tour. Dates? Combine with Art D'Tour installation

October 23-26, Crane Fest. Do an event add-on temporary installation (budget?)

November – Native American Heritage month

Tuesday, November 28, Giving Tuesday. Social Media (no cost)

Friday – Saturday, December 8- 9. Very Merry Holiday Fair (Char ter Beest Kudla)

11. **Action.** Lowe to contact Char ter Beest Kudla to see if BPAA can put out a few trifold brochures at the upcoming Very Merry art show. See if we can set up the laptop to run the BPAA Powerpoint.

13. Update on **Challenge Park.** Watson reported that the physical exercise equipment has been added for the teen Challenge Park in Lower Oschner Park. Now attention can shift to the selfie “conversation station”. The high school tech instructors are researching materials. Spring asked if the conversation station will be installed in the original location in Upper Oschner or in the new location in Lower Oschner. Watson will ask.

14. **Next meeting** will be the fourth Thursday of January, January 26. With no further items, Lowe adjourned the meeting at 6:11 p.m.

Post-meeting note: Krszjzaniek wondered if we would want to invite supporters gather for a special reception with an artist and BPAA board.